

PATENT ABSTRACTS OF JAPAN

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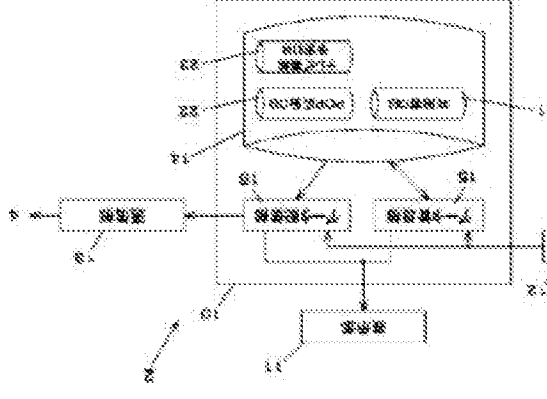
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(54) DEVICE AND METHOD FOR DISTRIBUTING DATA FOR ADVERTISEMENT

(57)Abstract:

PROBLEM TO BE SOLVED: To efficiently distribute many advertisements to many distribution destinations.
SOLUTION: This data for advertisement distributing device 2 distributes data for POP advertisement for printing a merchandise advertisement to one or more receiving devices connected through the Internet 4. The distributing device 2 is provided with a POP advertisement DB 22 for storing a plurality of pieces of data for POP advertisement associated with program information about a television program provided by television broadcasting and with merchandise information about merchandise introduced in the program, and a data distributing part 16 for transmitting list information about one or more pieces of data of POP advertisement including the program information or the merchandise information to the receiving device, receiving the designation of data for POP advertisement from the receiving device and transmitting the designated data for advertisement to the receiving device.



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CLAIMS

[Claim(s)]

[Claim 1]A distribution system of data for an advertisement which distributes data for an advertisement for outputting an advertisement of goods to 1 or two or more pieces of receipt equipment which were connected via a means of communication characterized by comprising the following.

Program information about a program sponsored by broadcast or communication.

A memory measure which memorizes said two or more data for an advertisement connected with merchandise information about said goods introduced in this program.

A distribution means which transmits list information about 1 including said program information or said merchandise information or said two or more data for an advertisement to said receipt equipment, receives specification of said data for an advertisement from said receipt equipment, and transmits said this specified data for an advertisement to said receipt equipment.

[Claim 2]A distribution method of data for an advertisement used with a distribution system which distributes data for an advertisement for outputting an advertisement of goods to 1 or two or more pieces of receipt equipment which were connected via a means of communication characterized by comprising the following.

Program information about a program provided with said distribution system by broadcast or communication.

A stage which transmits list information about 1 which is provided with a memory measure which memorizes said two or more data for an advertisement connected with merchandise information about said goods introduced in this program, and included said program information or said merchandise information, or said two or more data for an advertisement to said receipt equipment.

A stage of receiving specification of said data for an advertisement from said receipt equipment.

A stage which transmits said specified this data for an advertisement to said receipt equipment.

[Claim 3]A distribution system of the data for an advertisement according to claim 1 in which said data for an advertisement included said program information in the contents of an output, or a distribution method of the data for an advertisement according to claim 2.

[Claim 4]A distribution system of the data for an advertisement according to claim 1 included format information for outputting said data for an advertisement in the form of predetermined, or a distribution method of the data for an advertisement according to claim 2.

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DETAILED DESCRIPTION

[Detailed Description of the Invention]

[0001]

[Field of the Invention]This invention relates to the distribution system and method of the data for an advertisement which distribute the data for an advertisement for outputting the advertisement of goods via a means of communication.

[0002]

[Description of the Prior Art]The goods generally taken up in the program of the mass media, such as television and radio, attracted attention of the consumers who viewed and listened to this program from immediately after broadcast of the program, and the phenomenon in which sales are extended has occurred. For this reason, a sales promotion means to create and put up the advertisement of the POP (Point of purchase) advertisement for over-the-counter sales, advertisement leaflets, etc. which incorporated the contents introduced in the program is increasingly adopted as the counter of the taken-up goods. If it carries out like this, attention of the consumers whom not only the consumer that watched the program but also a program is not looking at can also be attracted.

[0003]If it is going to create such an advertisement at each store, will watch a program, will summarize the contents about the goods introduced in the program, or. A burden is dramatically heavy at the store which the time and effort and time which summarize these contents in the design which attracts consumers, or create an advertisement are needed, and is managed especially by a small number of people. For this reason, the service which distributes the advertisement which incorporated the contents of the program by FAX (Facsimile) is provided.

[0004]

[Problem to be solved by the invention]however --- various programs exist in the present age when information has overflowed by development of the mass media --- this --- the advertisement of a large number corresponding to the information which various programs provide like every day is created. According to distribution by FAX, when the advertisement of a few kind is put in block to many distribution destinations and it transmits, it does not take time and effort so much. However, when it is going to distribute finely the advertisement of a large number corresponding to many programs to the recipient treating a variety of goods of each advertisement, there is a problem of costing time and effort, time, and cost dramatically.

[0005]The purpose of this invention solves an aforementioned problem and there is in providing the distribution system and method of the data for an advertisement which can distribute many advertisements to many distribution destinations efficiently.

[0006]

[Means for solving problem]To achieve the above objects, the distribution system of the data for an advertisement of this invention is provided with the following.

Program information about the program which is a distribution system of the data for an advertisement which distributes the data for an advertisement for outputting the advertisement of goods to 1 or two or more pieces of the receipt equipment which were connected via the means of communication, and is sponsored by broadcast or communication.

The memory measure which memorizes said two or more data for an advertisement connected with the merchandise information about said goods introduced in this program.

The distribution means which transmits the list information about 1 including said program information or said merchandise information or said two or more data for an advertisement to said receipt equipment, receives specification of said data for an advertisement from said receipt equipment, and transmits said this specified data for an advertisement to said receipt equipment.

[0007]To 1 or two or more pieces of receipt equipment which were connected via a means of communication as for a distribution method of data for an advertisement of this invention. With a distribution system which distributes data for an advertisement for outputting an advertisement of goods, are a distribution method of data for an advertisement to be used, and said distribution system, It has a memory measure which memorizes said two or more data for an advertisement connected with program information about a program sponsored by broadcast or communication, and merchandise information about said goods introduced in this program, A stage which transmits list information about 1 including said program information or said merchandise information or said two or more data for an advertisement to said receipt equipment, a stage of receiving specification of said data for an advertisement from said receipt equipment, and a stage which transmits said this specified data for an advertisement to said receipt equipment are included.

[0008]Especially as said data for an advertisement, although not limited, the following mode can be illustrated.

(1) A mode which included said program information in the contents of an output.

(2) A mode included format information for outputting in the form of predetermined.

[0009]Especially as said advertisement, although not limited, point of purchase advertising, advertisement leaflets, a poster, a cooking menu, etc. can be illustrated.

[0010]Especially as a raw material of said advertisement, although not limited, it can illustrate considering it as paper, cloth, and a plastic.

[0011]Especially as an output method of said data for an advertisement, although not limited, the method by a print, dyeing, cutting, etc. can be illustrated.

[0012]Especially as said broadcast or communication, although not limited, television, radio, the Internet, etc. can be illustrated.

[0013]Especially as said means of communication, although not limited, a wire communication means and the means of communication using a wireless communication means can be illustrated.

[0014]As said program, especially if goods are introduced to consumers, it will not be limited, but it is preferred that it is that to which consumers who introduce healthily effective food, health promotion equipment, or its directions for use, such as a program and a cookery program, hold interest in goods.

[0015]

[Mode for carrying out the invention]Drawing 1 - drawing 9 show the distribution system 1 containing the distribution system 2 of the data for an advertisement of one embodiment which materialized this invention. With reference to Drawings, it explains with the method of enforcing hereafter about the embodiment which materialized this invention to the distribution system 2 using the equipment 2. This distribution system 1 contains the distribution system 2 which distributes the data for point of purchase advertising of the goods introduced by the TV program as shown in drawing 1, and the 1 or two

or more pieces of receipt equipment 3 which receive the data for point of purchase advertising from this distribution system 2. The distribution system 2 and the receipt equipment 3 are mutually connected via the Internet 4 as a means of communication.

[0016]First, if the composition of the distribution system 2 is explained, this equipment 2 is provided with the control section 10 constituted using the publicly known computer as shown in drawing 2. A guidance message, the display 11 which displays processing lapse etc., the input part 12 for inputting various kinds of information, the directions to the distribution system 2, etc., and the communications department 13 for accessing the Internet 4 are connected to this control section 10.

[0017]The control section 10 of the distribution system 2 is provided with the following.

The storage parts store 14 which memorizes various data.

The data management part 15 which makes this storage parts store 14 memorize data, reads the memorized data, or is updated.

The data distribution part 16 (processing is explained in full detail later) which distributes the data memorized by the storage parts store 14 to the receipt equipment 3.

[0018]User DB(Database)21 for the storage parts store 14 to manage the information about the user of the receipt equipment 3, Point of purchase advertising DB(Database)22 for managing the data for point of purchase advertising distributed to the receipt equipment 3 and TV program schedule DB(Database)23 which manage the schedule of the TV program which introduces goods are included.

[0019]User DB21 contains a password as identification information for identifying this user, and information for attesting this user about each user.

[0020]Point of purchase advertising DB22 comprises two or more records 30 including the item 36 which stores data for point of purchase advertising about goods introduced by a TV program sponsored by television broadcasting as shown in drawing 4. The item 31 in which each record 30 stores information which specifies a TV program about the data for point of purchase advertising, The item 32 which stores information which pinpoints a television station which carries out television broadcasting, and the item 33 which stores information which specifies televising time by which a TV program is broadcast, The item 34 which stores information which specifies a theme of a TV program in televising time, and the item 35 which stores information which specifies goods introduced by a TV program are included. Thus, each data for point of purchase advertising is connected with program information about a TV program, and information about goods introduced in this program. This data for point of purchase advertising is data for printing on a paper point of purchase advertising which included program information in the contents of an output, and includes form information for printing with a predetermined form. A type whose drawing 5 prints an advertisement of one paper of one sheet, and drawing 6 show the point of purchase advertising 6 which prints data for point of purchase advertising of a type which prints an advertisement of plurality (an example of a graphic display four) to a paper of one sheet, respectively. In a type of drawing 6, it is used after printing, carving into each advertisement.

[0021]TV program schedule DB23 comprises two or more records 50 including the item 56 which stores the contents of a schedule introduced by a TV program as shown in drawing 7. The item 51 in which each record stores the information which specifies a TV program about the contents of a schedule, The item 52 which stores the information which pinpoints a television station, the item 53 which stores the information which specifies televising time, the item 54 which stores the information which specifies a theme, and the item 55 which stores the information which specifies goods are included.

[0022]The data distribution processing (Step S101) in the data distribution part 16 of the distribution system 2 is explained. Drawing 8 is a flow chart which shows the flow of the processing. This data distribution processing (Step S101) will be started if the receipt equipment 3 connects with the distribution system 2. First, in order to attest the user of this receipt equipment 3, the information which requires the identification information for identifying a user and the input of a password is transmitted to receipt equipment (Step S102), and the identification information and the password as authentication data which were entered are received (Step S103). Subsequently, the record which uses identification information as a search key and

contains the identification information is searched out of user DB21. The password contained in the searched record and the received password are compared. If both passwords are in agreement (Step S104), it progresses to the following step S105 as an authentication success, and when other, processing will be ended as (Step S105) and an authentication failure (Step S111).

[0023]At the time of an authentication success, the information for displaying the menu 61 on the receipt equipment 3 is transmitted to the receipt equipment 3 (Step S105), and it receives the selected result of the menu 61 from the receipt equipment 3 (Step S106). Drawing 9 shows an example of the menu 61. This menu 61 is provided with the following.

The title display 62.

The program schedule table button 63 for requiring the information on a program schedule table of the distribution system 2.

The retrieval button 64 for requiring search of the data for point of purchase advertising stored in point of purchase advertising DB22 of the distribution system 2.

The information display 65 of the data for point of purchase advertising of plurality (the example of a graphic display four) related with the program broadcast recently in the data for point of purchase advertising stored in point of purchase advertising DB22, and the download button 66 of the data for point of purchase advertising allocated in this each information display 65.

The information display 65 of the data for point of purchase advertising includes the information (displayed on what was broadcast recently as "NEW">") which shows whether it is what was broadcast recently while including the information about a TV program, a televising day, and the theme containing a trade name. Each download button 66 is connected with the data for point of purchase advertising which the information display 65 65 in which it is allocated, i.e., this information display, shows. And a push on the download button 66 will transmit the information for identifying the data for point of purchase advertising in which the download button 66 is connected with that to the distribution system 2. Here, two or more information displays 65 and download buttons 66 of the data for point of purchase advertising are the list information about 1 or two or more data for an advertisement included program information or merchandise information.

[0024]When the selected result received from the receipt equipment 3 is the purport that the program schedule table button 63 was pushed, (Step S107). It operates orthopedically so that the program information from the day received among the program information stored in TV program schedule DB23 to one-week after can be displayed in table form, and it transmits to the receipt equipment 3 (Step S108), and returns to Step S106. The retrieval required which used a program, an office, televising time, a theme, and goods as the search key can be received from the receipt equipment 3, and the record 50 including the program schedule which is in agreement with a demand out of TV program schedule DB23 can be searched, and it can also constitute so that the search results may be transmitted to the receipt equipment 3.

[0025]When the selected result received from the receipt equipment 3 is the purport that the retrieval button 64 was pushed, it performs (Step S107) and the next retrieval processing (Step S109), and it returns to Step S106. A program, an office, televising time, a theme, and the search condition that consists of specification of goods are first received from the receipt equipment 3, and the record 30 which uses this search condition as a search key, and includes that search condition is searched with this retrieval processing out of point of purchase advertising DB22. As a result of searching, the information about the data for point of purchase advertising contained in the found record 30 is transmitted to the receipt equipment 3. The information transmitted at this time is the list information about 1 or two or more data for an advertisement included program information or merchandise information. And the specification of 1 or two or more data for point of purchase advertising included in said list information is received from the receipt equipment 3, and the this specified data for an advertisement is transmitted to the receipt equipment 3 (the first distribution means).

[0026]When the selected result received from the receipt equipment 3 is the purport that one of the download buttons 66 was pushed, the data for point of purchase advertising connected with (Step S107) and its download button 66 is transmitted to the receipt equipment 3 (the second distribution

means). And it returns to Step S106.

[0027]Although not illustrated, even if it waits predetermined time from the receipt equipment 3 in Step S103 and 106,108,109,110, when a result is not transmitted, it progresses to Step S111 and processing is ended. An end of processing will cancel the connection between the distributing device 2 and the receipt equipment 3.

[0028]Next, if the composition of the receipt equipment 3 is explained, this equipment 3 is provided with the control section 81 constituted using the publicly known computer as shown in drawing 3. The display 82 which displays a guidance message, processing lapse, etc. on this control section 81, The input part 83 for inputting various kinds of information, the directions to the receipt equipment 3, etc., the communications department 84 for accessing the Internet 4, and the printing department 86 for printing the data for point of purchase advertising received from the distribution system 2 are connected.

[0029]The control section 81 of the receipt equipment 3 is provided with the following.

The storage parts store 85 which memorizes the data for point of purchase advertising downloaded from the distribution system 2.

The access part 87 for accessing the distribution system 2 and downloading the data for point of purchase advertising.

The print controller 88 for outputting the downloaded data for point of purchase advertising to the printer format contained in the data for point of purchase advertising.

The print controller 88 controls the printing department 86 according to the printer format contained in the data for point of purchase advertising.

[0030]Next, a series of examples of operation in the distribution system 1 constituted as mentioned above are explained briefly. First, if the receipt equipment 3 connects with the distribution system 2 via the Internet 4 by the access part 87, data distribution processing (Step S101) of the distribution system 2 will be started. In the processing, after attesting the user of the receipt equipment 3, according to the download request from the receipt equipment 3, the data for point of purchase advertising is distributed. In the receipt equipment 3, the downloaded data for point of purchase advertising is outputted to the printing department 86 by the print controller 88. Then, point of purchase advertising is printed.

[0031]The television program information [according to the distribution system 2 of the data for an advertisement of this invention by which such composition was carried out] about a TV program, Point of purchase advertising DB22 as a memory measure which memorizes two or more data for an advertisement connected with the merchandise information about the goods introduced in this program, The list information about 1 or two or more data for point of purchase advertising included program information or merchandise information is transmitted to the receipt equipment 3, By having a distribution means (said first distribution means or said second distribution means) which receives specification of the data for point of purchase advertising from the receipt equipment 3, and transmits the this specified data for point of purchase advertising to the receipt equipment 3, Since it constitutes so that the data for point of purchase advertising which made specify the required data for point of purchase advertising as the receipt equipment 3 side based on said list information, and was specified may be distributed to the receipt equipment 3, Unlike distribution by the conventional FAX, the point of purchase advertising of a large number corresponding to many programs can be finely distributed efficiently to the recipient treating a variety of goods of each advertisement.

[0032]The same effect as the distribution system 2 can be acquired also with the distribution method of the data for point of purchase advertising of this invention.

[0033]Since the data for point of purchase advertising includes television program information in the printing content, the point of purchase advertising which can also attract consumers' attention to which not only the consumer that viewed and listened to a program but also this program is not viewing and listening can be obtained.

[0034]Since the data for point of purchase advertising includes the form information for printing with a predetermined form, in the receipt equipment 3, the printing **** can create predetermined point of purchase advertising according to this form information. That is, it is not necessary to adjust about a

printer format, and point of purchase advertising can be easily created in the receipt equipment 3.

[0035] This invention is not limited to said embodiment, as follows, for example in the range which does not deviate from the meaning of invention, can be changed suitably and can also be materialized.

(1) If each user registers into the distribution system 2 beforehand the goods which need advertisement information and this user connects with the distribution system 2 with the receipt equipment 3, constitute the distribution system 2 to transmit only the information about the registered goods or to transmit the information about the registered goods preferentially.

[0036] (2) If the program which each user is observing is beforehand registered into the distribution system 2 and this user connects with the distribution system 2 with the receipt equipment 3, constitute the distribution system 2 to transmit only the information about the registered program or to transmit the information about the registered program preferentially.

[0037]

[Effect of the Invention] According to the distribution system and method of the data for an advertisement of this invention which were constituted as mentioned above, the outstanding effect that many advertisements can be efficiently distributed to many distribution destinations is done so.

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TECHNICAL FIELD

[Field of the Invention]This invention relates to the distribution system and method of the data for an advertisement which distribute the data for an advertisement for outputting the advertisement of goods via a means of communication.

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PRIOR ART

[Description of the Prior Art]The goods generally taken up in the program of the mass media, such as television and radio, attracted attention of the consumers who viewed and listened to this program from immediately after broadcast of the program, and the phenomenon in which sales are extended has occurred. For this reason, a sales promotion means to create and put up the advertisement of the POP (Point of purchase) advertisement for over-the-counter sales, advertisement leaflets, etc. which incorporated the contents introduced in the program is increasingly adopted as the counter of the taken-up goods. If it carries out like this, attention of the consumers whom not only the consumer that watched the program but also a program is not looking at can also be attracted.

[0003]If it is going to create such an advertisement at each store, will summarize the contents about the goods introduced in the program, or. A burden is dramatically heavy at the store which the time and effort and time which summarize these contents in the design which attracts consumers, or create an advertisement are needed, and is managed especially by a small number of people. For this reason, the service which distributes the advertisement which incorporated the contents of the program by FAX (Facsimile) is provided.

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EFFECT OF THE INVENTION

[Effect of the Invention]According to the distribution system and method of the data for an advertisement of this invention which were constituted as mentioned above, the outstanding effect that many advertisements can be efficiently distributed to many distribution destinations is done so.

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TECHNICAL PROBLEM

[Problem to be solved by the invention]however -- various programs exist in the present age when information has overflowed by development of the mass media -- this -- the advertisement of a large number corresponding to the information which various programs provide like every day is created. According to distribution by FAX, when the advertisement of a few kind is put in block to many distribution destinations and it transmits, it does not take time and effort so much. However, when it is going to distribute finely the advertisement of a large number corresponding to many programs to the recipient treating a variety of goods of each advertisement, there is a problem of costing time and effort, time, and cost dramatically.

[0005]The purpose of this invention solves an aforementioned problem and there is in providing the distribution system and method of the data for an advertisement which can distribute many advertisements to many distribution destinations efficiently.

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MEANS

[Means for solving problem]To achieve the above objects, a distribution system of data for an advertisement of this invention is provided with the following.

Program information about a program which is a distribution system of data for an advertisement which distributes data for an advertisement for outputting an advertisement of goods to 1 or two or more pieces of receipt equipment which were connected via a means of communication, and is sponsored by broadcast or communication.

A memory measure which memorizes said two or more data for an advertisement connected with merchandise information about said goods introduced in this program.

A distribution means which transmits list information about 1 including said program information or said merchandise information or said two or more data for an advertisement to said receipt equipment, receives specification of said data for an advertisement from said receipt equipment, and transmits said this specified data for an advertisement to said receipt equipment.

[0007]To 1 or two or more pieces of receipt equipment which were connected via a means of communication as for a distribution method of data for an advertisement of this invention. With a distribution system which distributes data for an advertisement for outputting an advertisement of goods, are a distribution method of data for an advertisement to be used, and said distribution system, It has a memory measure which memorizes said two or more data for an advertisement connected with program information about a program sponsored by broadcast or communication, and merchandise information about said goods introduced in this program, A stage which transmits list information about 1 including said program information or said merchandise information or said two or more data for an advertisement to said receipt equipment, a stage of receiving specification of said data for an advertisement from said receipt equipment, and a stage which transmits said this specified data for an advertisement to said receipt equipment are included.

[0008]Especially as said data for an advertisement, although not limited, the following mode can be illustrated.

(1) The mode which included said program information in the contents of an output.

(2) The mode included the format information for outputting in the form of predetermined.

[0009]Especially as said advertisement, although not limited, point of purchase advertising, advertisement leaflets, a poster, a cooking menu, etc. can be illustrated.

[0010]Especially as a raw material of said advertisement, although not limited, it can illustrate considering it as paper, cloth, and a plastic.

- [0011]Especially as an output method of said data for an advertisement, although not limited, the method by a print, dyeing, cutting, etc. can be illustrated.
- [0012]Especially as said broadcast or communication, although not limited, television, radio, the Internet, etc. can be illustrated.
- [0013]Especially as said means of communication, although not limited, a wire communication means and the means of communication using a wireless communication means can be illustrated.
- [0014]As said program, especially if goods are introduced to consumers, it will not be limited, but it is preferred that it is that to which consumers who introduce healthily effective food, health promotion equipment, or its directions for use, such as a program and a cookery program, hold interest in goods.
- [0015]
- [0016]Mode for carrying out the invention[Drawing 1 – drawing 9 show the distribution system 1 containing the distribution system 2 of the data for an advertisement of one embodiment which materialized this invention. With reference to Drawings, it explains with the method of enforcing hereafter about the embodiment which materialized this invention to the distribution system 2 using the equipment 2. This distribution system 1 contains the distribution system 2 which distributes the data for point of purchase advertising of the goods introduced by the TV program as shown in drawing 1, and the 1 or two or more pieces of receipt equipment 3 which receive the data for point of purchase advertising from this distribution system 2. The distribution system 2 and the receipt equipment 3 are mutually connected via the Internet 4 as a means of communication.
- [0017]First, if the composition of the distribution system 2 is explained, this equipment 2 is provided with the control section 10 constituted using the publicly known computer as shown in drawing 2. A guidance message, the display 11 which displays processing lapse etc., the input part 12 for inputting various kinds of information, the directions to the distribution system 2, etc., and the communications department 13 for accessing the Internet 4 are connected to this control section 10.
- [0017]The control section 10 of the distribution system 2 is provided with the following.
- The storage parts store 14 which memorizes various data.
- The data management part 15 which makes this storage parts store 14 memorize data, reads the memorized data, or is updated.
- The data distribution part 16 (processing is explained in full detail later) which distributes the data memorized by the storage parts store 14 to the receipt equipment 3.
- [0018]User DB(Database)21 for the storage parts store 14 to manage the information about the user of the receipt equipment 3, Point of purchase advertising DB(Database)22 for managing the data for point of purchase advertising distributed to the receipt equipment 3 and TV program schedule DB(Database)23 which manage the schedule of the TV program which introduces goods are included.
- [0019]User DB21 contains the password as the identification information for identifying this user, and information for attesting this user about each user.
- [0020]Point of purchase advertising DB22 comprises two or more records 30 including the item 36 which stores the data for point of purchase advertising about the goods introduced by the TV program sponsored by television broadcasting as shown in drawing 4. The item 31 in which each record 30 stores the information which specifies a TV program about the data for point of purchase advertising, The item 32 which stores the information which pinpoints the television station which carries out television broadcasting, and the item 33 which stores the information which specifies the televising time by which a TV program is broadcast, The item 34 which stores the information which specifies the theme of the TV program in televising time, and the item 35 which stores the information which specifies the goods introduced by the TV program are included. Thus, each data for point of purchase advertising is connected with the program information about a TV program, and the information about the goods introduced in this program. This data for point of purchase advertising is data for printing on a paper the point of purchase advertising which included program information in the contents of an

output, and includes the form information for printing with a predetermined form. The type whose drawing 5 prints the advertisement of one paper of one sheet, and drawing 6 show the point of purchase advertising 6 which prints the data for point of purchase advertising of the type which prints the advertisement of plurality (the example of a graphic display four) to the paper of one sheet, respectively. In the type of drawing 6, it is used after printing, carving into each advertisement.

[0021]TV program schedule DB23 comprises two or more records 50 including the item 56 which stores the contents of a schedule introduced by a TV program as shown in drawing 7. The item 51 in which each record stores the information which specifies a TV program about the contents of a schedule, The item 52 which stores the information which pinpoints a television station, the item 53 which stores the information which specifies televising time, the item 54 which stores the information which specifies a theme, and the item 55 which stores the information which specifies goods are included. [0022]The data distribution processing (Step S101) in the data distribution part 16 of the distribution system 2 is explained. Drawing 8 is a flow chart which shows the flow of the processing. This data distribution processing (Step S101) will be started if the receipt equipment 3 connects with the distribution system 2. First, in order to attest the user of this receipt equipment 3, the information which requires the identification information for identifying a user and the input of a password is transmitted to receipt equipment (Step S102), and the identification information and the password as authentication data which were entered are received (Step S103). Subsequently, the record which uses identification information as a search key and contains the identification information is searched out of user DB21. The password contained in the searched record and the received password are compared. If both passwords are in agreement (Step S104), it progresses to the following step step S105 as an authentication success, and when other, processing will be ended as (Step S105) and an authentication failure (Step S111).

[0023]At the time of an authentication success, the information for displaying the menu 61 on the receipt equipment 3 is transmitted to the receipt equipment 3 (Step S105), and it receives the selected result of the menu 61 from the receipt equipment 3 (Step S106). Drawing 9 shows an example of the menu 61. This menu 61 is provided with the following.

The title display 62.

The program schedule table button 63 for requiring the information on a program schedule table of the distribution system 2.

The retrieval button 64 for requiring search of the data for point of purchase advertising stored in point of purchase advertising DB22 of the distribution system 2.

The information display 65 of the data for point of purchase advertising of plurality (the example of a graphic display four) related with the program broadcast recently in the data for point of purchase advertising stored in point of purchase advertising DB22, and the download button 66 of the data for point of purchase advertising allocated in this each information display 65.

The information display 65 of the data for point of purchase advertising includes the information (displayed on what was broadcast recently as "NEW>>"). which shows whether it is what was broadcast recently while including the information about a TV program, a televising day, and the theme containing a trade name. Each download button 66 is connected with the data for point of purchase advertising which the information display 65 65 in which it is allocated, i.e., this information display, shows. And a push on the download button 66 will transmit the information for identifying the data for point of purchase advertising in which the download button 66 is connected with that to the distribution system 2. Here, two or more information displays 65 and download buttons 66 of the data for point of purchase advertising are the list information about 1 or two or more data for an advertisement included program information or merchandise information.

[0024]When a selected result received from the receipt equipment 3 is the purport that the program schedule table button 63 was pushed, (Step S107), It operates orthopedically so that program information from a day received among program information stored in TV program schedule DB23 to one-week after can be displayed in table form, and it transmits to the receipt equipment 3 (Step S108), and returns to Step S106. Retrieval required which used a

program, an office, televising time, a theme, and goods as a search key can be received from the receipt equipment 3, and the record 50 including a program schedule which is in agreement with a demand out of TV program schedule DB23 can be searched, and it can also constitute so that the search results may be transmitted to the receipt equipment 3.

[0025]When a selected result received from the receipt equipment 3 is the purport that the retrieval button 64 was pushed, it performs (Step S107) and the next retrieval processing (Step S109), and it returns to Step S106. A program, an office, televising time, a theme, and a search condition that consists of specification of goods are first received from the receipt equipment 3, and the record 30 which uses this search condition as a search key, and includes that search condition is searched with this retrieval processing out of point of purchase advertising DB22. As a result of searching, information about data for point of purchase advertising contained in the found record 30 is transmitted to the receipt equipment 3. Information transmitted at this time is the list information about 1 or two or more data for an advertisement included program information or merchandise information. And specification of 1 or two or more data for point of purchase advertising included in said list information is received from the receipt equipment 3, and this specified data for an advertisement is transmitted to the receipt equipment 3.

[Translation done.]

*** NOTICES ***

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- 1.This document has been translated by computer. So the translation may not reflect the original precisely.
- 2.*** shows the word which can not be translated.
- 3.In the drawings, any words are not translated.

DESCRIPTION OF DRAWINGS

[Brief Description of the Drawings]

[Drawing 1]It is a figure showing the composition of the distribution system containing the distribution system of the data for an advertisement concerning one embodiment of this invention.

[Drawing 2]It is a block diagram showing the composition of the receipt equipment of the distribution system.

[Drawing 3]It is a block diagram showing the receipt equipment of the distribution system.

[Drawing 4]It is a figure showing the composition of the point of purchase advertising DB of the distribution system.

[Drawing 5]It is a figure showing an example of the point of purchase advertising by the data for point of purchase advertising stored in the point of purchase advertising DB.

[Drawing 6]It is a figure showing another example of the point of purchase advertising.

[Drawing 7]It is a figure showing the composition of the TV program schedule DB of the distribution system.

[Drawing 8]It is a flow chart which shows the flow of data distribution processing of the distribution system.

[Drawing 9]It is a figure showing a screen display using the menu screen information which the data distribution processing transmits.

[Explanations of letters or numerals]

2 A distribution system of the data for an advertisement

3 Receipt equipment of the data for an advertisement

4 Internet

16 Data distribution part

22 Point of purchase advertising DB

23 TV program schedule DB

61 Menu

65 Information display

66 Download button

S101 data-distribution processing

[Translation done.]

* NOTICES *

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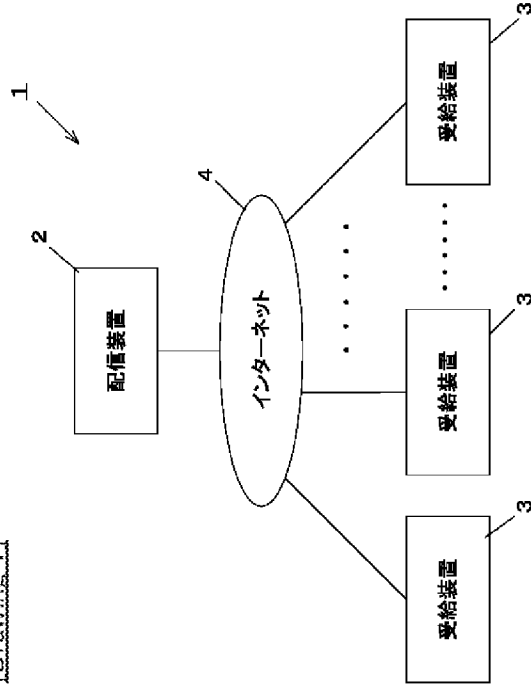
1.This document has been translated by computer. So the translation may not reflect the original precisely.

2.*** shows the word which can not be translated.

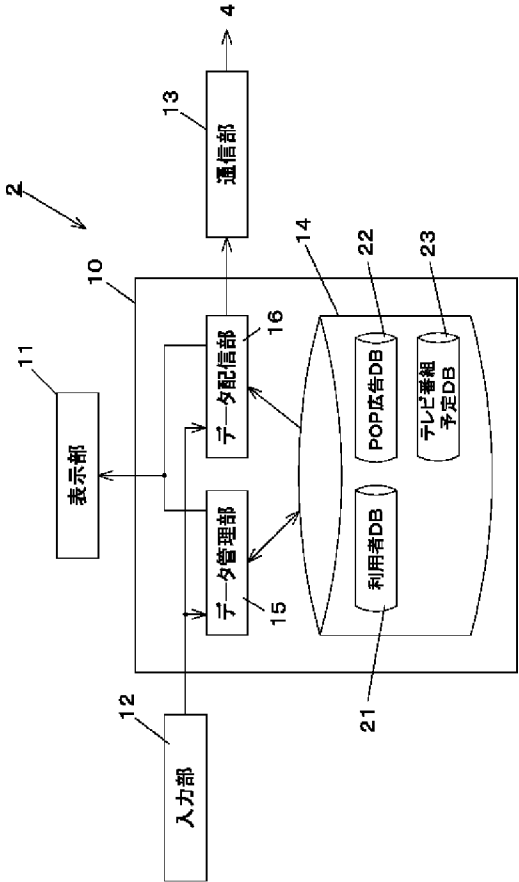
3.In the drawings, any words are not translated.

DRAWINGS

[Drawing 1]



[Drawing 2]

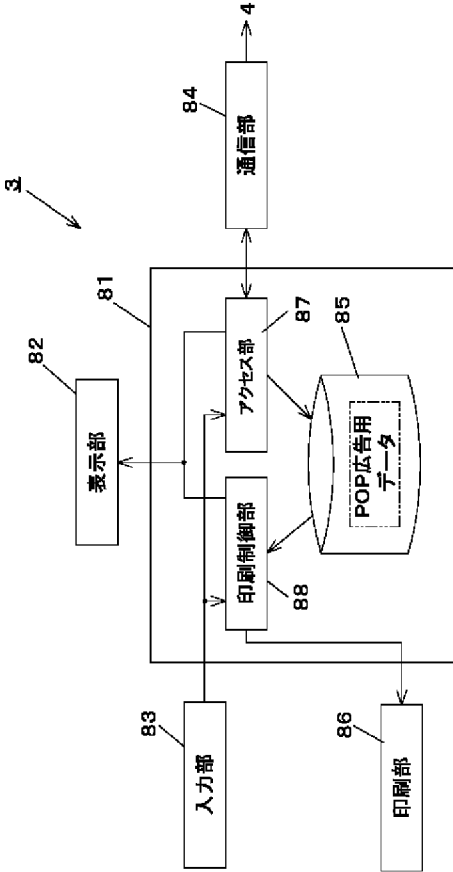


[Drawing 4]

22

番組	局	放映日時	テーマ	商品	POP広告用データ
おもしろ○○○テレビ	○○○テレビ	2000/5/16 18:00	○○○○の新機軸発見	○○○○	(POP広告用データの取得)
真Q!ある○○○世界	テレビ山口	2000/5/14 20:00	業界関係にカブキ	クナギ	(POP広告用データの取得)
ため○○○○テレビ	△△テレビ	2000/5/8 18:00	△△△△の島のむかし	タマタマ	(POP広告用データの取得)
・	・	・	・	・	・
・	・	・	・	・	・

[Drawing 3]



[Drawing 5]

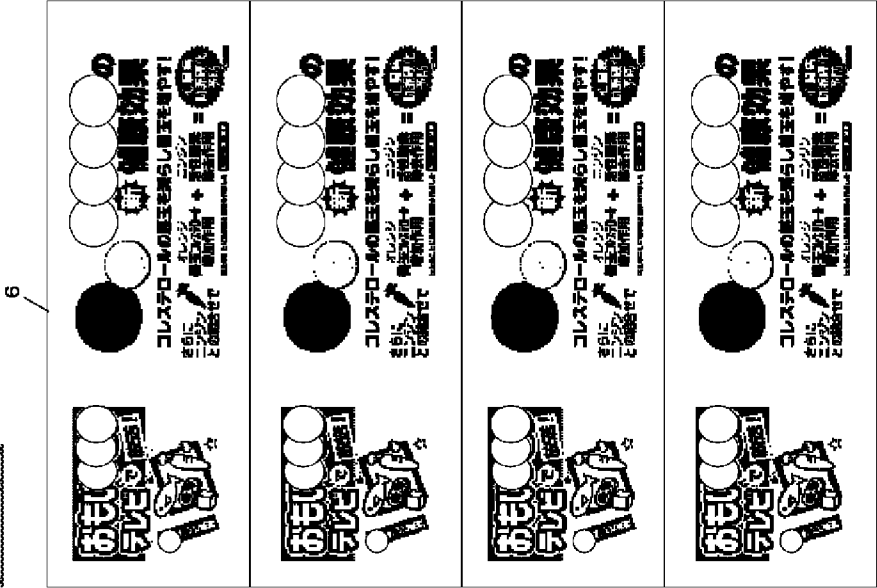


[Drawing 7]

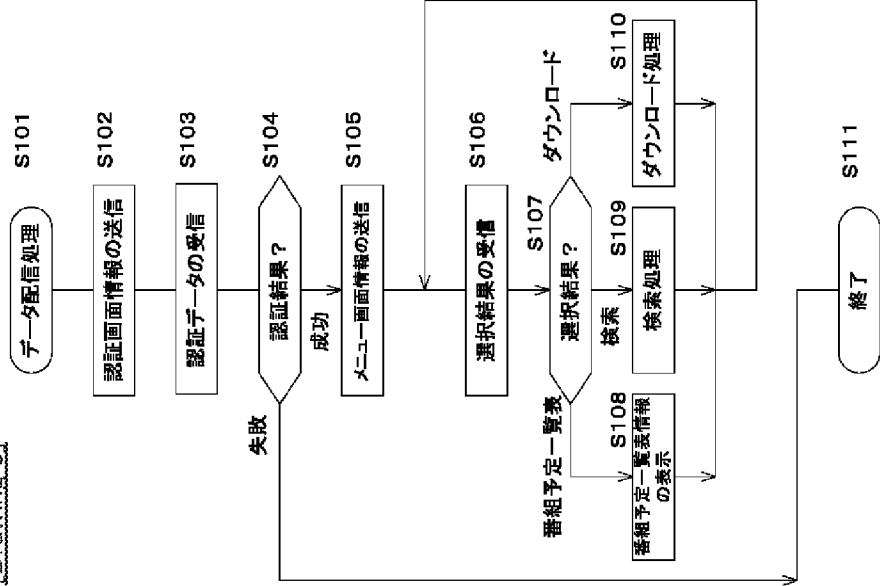
23

51	52	53	54	55	56
番組	局	放映日時	テーマ	商品	予定内容
50	○○第○分	2000/5/20 2:00	○○○の○○○	○○○	(内容の説明文)
	第○回○○○第○分	2000/5/21 20:00	□□□の□□□	□□□	(内容の説明文)
50	おは○○第○分	2000/5/22 18:00	△△△の△△△	△△△	(内容の説明文)
	・	・	・	・	・
	・	・	・	・	・
	・	・	・	・	・

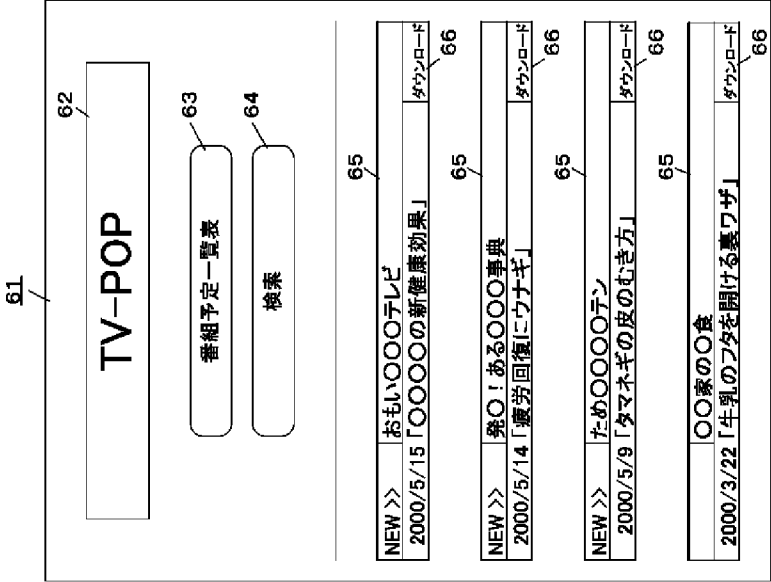
[Drawing 6]



[Drawing 8]



[Drawing 9]



[Translation done.]

(51)Int.Cl. ⁷	識別記号	F I	テームコード* (参考)	
G 0 6 F 17/60	3 2 6	G 0 6 F 17/60	3 2 6	5 B 0 4 9
13/00	5 4 0	13/00	5 4 0 P	5 C 0 6 4
H 0 4 N 7/173	6 1 0	H 0 4 N 7/173	6 1 0 Z	

審査請求 未請求 請求項の数4 O L （全 9 頁）

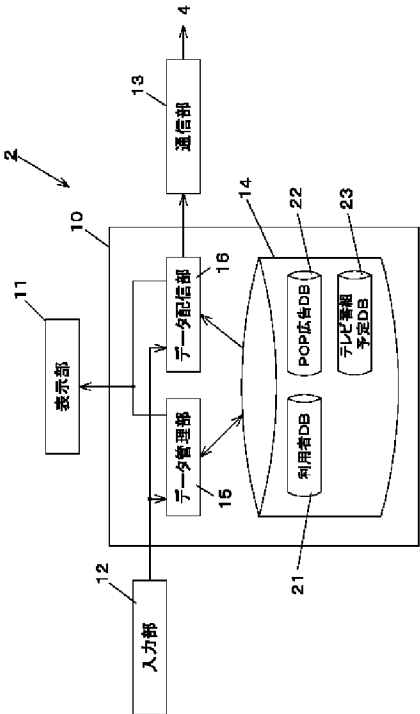
(21)出願番号	特願2000－317214(P2000－317214)	(71)出願人	592127600 株式会社アルファ 岡山県岡山市桑野709番地の 6
(22)出願日	平成12年10月17日(2000. 10. 17)	(72)発明者	庫元 広吉 岡山県岡山市桑野709番地の 6 株式会社 アルファ内
		(74)代理人	100108958 弁理士 須田 英一
		Fターム(参考)	5B049 BB00 BB49 CC02 DD00 DD05 EE05 FF02 FF03 FF04 FF09 GG04 GG07 5C064 BA07 BC06 BC10 BC16 BC20 BC23 BD03 BD08

(54)【発明の名称】 広告用データの配信装置及び方法

(57)【要約】

【課題】 多数の広告を多数の配布先に効率的に配信するようにする。

【解決手段】 本発明の広告用データの配信装置2は、インターネット4を介して接続された1又は2以上の受給装置へ、商品の広告を印刷するためのPOP広告用データを配信するものである。そして、配信装置2は、テレビ放送により提供されるテレビ番組に関する番組情報と、該番組で紹介された前記商品に関する商品情報とに関係づけられた複数のPOP広告用データを記憶するPOP広告DB22と、前記番組情報又は前記商品情報を含んだ1又は2以上のPOP広告用データについてのリスト情報を前記受給装置へ送信し、前記受給装置からPOP広告用データの指定を受信し、該指定された広告用データを前記受給装置へ送信するデータ配信部16とを備えている。



【特許請求の範囲】

【請求項1】 通信手段を介して接続された1又は2以上の受給装置へ、商品の広告を出力するための広告用データを配信する広告用データの配信装置であって、放送又は通信により提供される番組に関する番組情報と、該番組で紹介された前記商品に関する商品情報とに関係づけられた複数の前記広告用データを記憶する記憶手段と、前記番組情報又は前記商品情報を含んだ1又は2以上の前記広告用データについてのリスト情報を前記受給装置へ送信し、前記受給装置から前記広告用データの指定を受信し、該指定された前記広告用データを前記受給装置へ送信する配信手段とを備えた広告用データの配信装置。

【請求項2】 通信手段を介して接続された1又は2以上の受給装置へ、商品の広告を出力するための広告用データを配信する配信装置で使用する広告用データの配信方法であって、前記配信装置は、放送又は通信により提供される番組に関する番組情報と、該番組で紹介された前記商品に関する商品情報とに関係づけられた複数の前記広告用データを記憶する記憶手段を備えており、前記番組情報又は前記商品情報を含んだ1又は2以上の前記広告用データについてのリスト情報を前記受給装置へ送信する段階と、前記受給装置から前記広告用データの指定を受信する段階と、該指定された前記広告用データを前記受給装置へ送信する段階とを含む広告用データの配信方法。

【請求項3】 前記広告用データは、出力内容に前記番組情報を含んだ請求項1記載の広告用データの配信装置、又は請求項2記載の広告用データの配信方法。

【請求項4】 前記広告用データは、所定の形式で出力するための形式情報を含んだ請求項1記載の広告用データの配信装置、又は請求項2記載の広告用データの配信方法。

【発明の詳細な説明】**【0001】**

【発明の属する技術分野】本発明は、通信手段を介して商品の広告を出力するための広告用データを配信する広告用データの配信装置及び方法に関するものである。

【0002】

【従来の技術】一般にテレビやラジオ等のマスメディアの番組で取り上げられた商品は、その番組の放送の直後から該番組を視聴した消費者の注目を集め、売り上げが伸びるという現象が起きている。このため、取り上げられた商品の売場に番組で紹介された内容を盛り込んだ店頭販売用のPOP（Point of purchase）広告やチラシ広告等の広告を作成し、掲示しておくという販売促進手段が採用されるようになってきている。こうすると、番

組を見た消費者はもとより、番組を見ていない消費者の注目をも集めることができる。

【0003】このような広告を各商店で作成しようとすると、番組を見たり、番組で紹介された商品に関する内容をまとめたり、該内容を消費者を引きつけるデザインにまとめたり、広告を作成したりする手間や時間が必要となり、特に少人数で運営されている商店では非常に負担が大きい。このため、番組の内容を盛り込んだ広告をFAX（Facsimile）で配信するサービスが提供されている。

【0004】

【発明が解決しようとする課題】ところが、マスメディアの発達によって情報が氾濫している現代では、さまざまな番組が存在し、該さまざまな番組が毎日のように提供する情報に対応した多数の広告が作成されている。FAXによる配信によれば、少種類の広告を多数の配信先に一括して送信する場合はそれほど手間がかからない。しかし、多数の番組に対応した多数の広告を、多種多様な商品を扱う各広告の受給者に対してきめ細かく配信しようとする非常に手間、時間及びコストがかかるという問題がある。

【0005】本発明の目的は、上記課題を解決し、多数の広告を多数の配布先に効率的に配信することができる広告用データの配信装置及び方法を提供することにある。

【0006】

【課題を解決するための手段】上記目的を達成するために、本発明の広告用データの配信装置は、通信手段を介して接続された1又は2以上の受給装置へ、商品の広告を出力するための広告用データを配信する広告用データの配信装置であって、放送又は通信により提供される番組に関する番組情報と、該番組で紹介された前記商品に関する商品情報とに関係づけられた複数の前記広告用データを記憶する記憶手段と、前記番組情報又は前記商品情報を含んだ1又は2以上の前記広告用データについてのリスト情報を前記受給装置へ送信し、前記受給装置から前記広告用データの指定を受信し、該指定された前記広告用データを前記受給装置へ送信する配信手段とを備えている。

【0007】また、本発明の広告用データの配信方法は、通信手段を介して接続された1又は2以上の受給装置へ、商品の広告を出力するための広告用データを配信する配信装置で使用する広告用データの配信方法であって、前記配信装置は、放送又は通信により提供される番組に関する番組情報と、該番組で紹介された前記商品に関する商品情報とに関係づけられた複数の前記広告用データを記憶する記憶手段を備えており、前記番組情報又は前記商品情報を含んだ1又は2以上の前記広告用データについてのリスト情報を前記受給装置へ送信する段階と、前記受給装置から前記広告用データの指定を受信す

る段階と、該指定された前記広告用データを前記受給装置へ送信する段階とを含んでいる。

【0008】前記広告用データとしては、特に限定されないが、次の態様を例示できる。

(1) 出力内容に前記番組情報を含んだ態様。

(2) 所定の形式で出力するための形式情報を含んだ態様。

【0009】前記広告としては、特に限定されないが、POP広告、チラシ広告、ポスター、料理メニュー等を例示できる。

【0010】前記広告の素材としては、特に限定されないが、紙、布、プラスチックとすることを例示できる。

【0011】前記広告用データの出力方法としては、特に限定されないが、プリント、染色、切断等による方法を例示できる。

【0012】前記放送又は通信としては、特に限定されないが、テレビ、ラジオ、インターネット等を例示できる。

【0013】前記通信手段としては、特に限定されないが、有線通信手段や、無線通信手段を利用した通信手段を例示できる。

【0014】前記番組としては、商品を消費者に紹介するものであれば特に限定されないが、健康に有効な食品、健康増進機器、又はその使用方法を紹介する番組や、料理番組等の消費者が商品に興味を抱くものであることが好ましい。

【0015】

【発明の実施の形態】図1～図9は本発明を具体化した一実施形態の広告用データの配信装置2を含む配信システム1を示している。以下、本発明を配信装置2に具体化した実施形態について、同装置2を使用して実施する方法とともに、図面を参照して説明する。この配信システム1は、図1に示すようにテレビ番組で紹介された商品のPOP広告用データを配信する配信装置2と、該配信装置2からPOP広告用データを受給する1又は2以上の受給装置3とを含んでいる。配信装置2及び受給装置3は、通信手段としての例えばインターネット4を介して相互に接続されている。

【0016】まず、配信装置2の構成について説明すると、該装置2は、図2に示すように公知のコンピュータを使用して構成された制御部10を備えている。該制御部10には、ガイドメッセージや、処理経過等を表示する表示部11と、各種の情報や配信装置2への指示等を入力するための入力部12と、インターネット4に接続するための通信部13とが接続されている。

【0017】配信装置2の制御部10は、各種データを記憶する記憶部14と、該記憶部14にデータを記憶させたり、記憶されたデータを読み出したり、更新したりするデータ管理部15と、記憶部14に記憶されたデータを受給装置3に配信するデータ配信部16（処理につ

いては後で詳述）とを備えている。

【0018】記憶部14は、受給装置3の利用者に関する情報を管理するための利用者DB（Database）21と、受給装置3に配信するPOP広告用データを管理するためのPOP広告DB（Database）22と、商品を紹介するテレビ番組の予定を管理するテレビ番組予定DB（Database）23とを含んでいる。

【0019】利用者DB21は、各利用者について、該利用者を識別するための識別情報と、該利用者を認証するための情報としてのパスワードとを含んでいる。

【0020】POP広告DB22は、図4に示すようにテレビ放送により提供されるテレビ番組で紹介された商品についてのPOP広告用データを格納する項目36を含む複数のレコード30から構成されている。さらに、各レコード30は、そのPOP広告用データについて、テレビ番組を特定する情報を格納する項目31と、テレビ放送をするテレビ局を特定する情報を格納する項目32と、テレビ番組が放映される放映日時を特定する情報を格納する項目33と、放映日時におけるテレビ番組のテーマを特定する情報を格納する項目34と、テレビ番組で紹介された商品を特定する情報を格納する項目35とを含んでいる。このように各POP広告用データは、テレビ番組に関する番組情報と、該番組で紹介された商品に関する情報とに関係づけられている。このPOP広告用データは、出力内容に番組情報を含んだPOP広告を用紙に印刷するためのデータであり、所定の書式で印刷するための書式情報を含んでいる。図5は1枚の用紙1つの広告を印刷するタイプ、図6は1枚の用紙に複数（図示例では4つ）の広告を印刷するタイプのPOP広告用データを印刷してなるPOP広告6をそれぞれ示している。図6のタイプでは、印刷後に各広告に切り分けて使用する。

【0021】テレビ番組予定DB23は、図7に示すようにテレビ番組で紹介される予定内容を格納する項目56を含む複数のレコード50から構成されている。さらに、各レコードは、その予定内容について、テレビ番組を特定する情報を格納する項目51と、テレビ局を特定する情報を格納する項目52と、放映日時を特定する情報を格納する項目53と、テーマを特定する情報を格納する項目54と、商品を特定する情報を格納する項目55とを含んでいる。

【0022】配信装置2のデータ配信部16におけるデータ配信処理（ステップS101）について説明する。図8は、同処理の流れを示すフローチャートである。このデータ配信処理（ステップS101）は、受給装置3が配信装置2に接続すると開始される。まず、該受給装置3の利用者を認証するために、利用者を識別するための識別情報及びパスワードの入力を要求する情報を受給装置へ送信し（ステップS102）、入力された認証データとしての識別情報及びパスワードを受信する（ステ

ップS103)。次いで、識別情報を検索キーにしてその識別情報を含むレコードを利用者DB21の中から検索する。検索したレコードに含まれるパスワードと受信したパスワードとを照合し、両パスワードが一致していれば(ステップS104)、認証成功として次のステップステップS105に進み、それ以外のときは(ステップS105)、認証失敗として、処理を終了する(ステップS111)。

【0023】認証成功のときは、メニュー61を受給装置3に表示させるための情報を受給装置3に送信し(ステップS105)、受給装置3からメニュー61の選択結果を受信する(ステップS106)。図9はメニュー61の一例を示している。このメニュー61は、そのタイトル表示62と、番組予定一覧表の情報を配信装置2に要求するための番組予定一覧表ボタン63と、POP広告DB22に格納されたPOP広告用データの検索を配信装置2に要求するための検索ボタン64と、POP広告DB22に格納されたPOP広告用データの中で最近放映された番組に関する複数(図示例では4つ)のPOP広告用データの情報表示65と、該各情報表示65内に配設されたPOP広告用データのダウンロードボタン66とを備えている。POP広告用データの情報表示65は、テレビ番組と、放映日と、商品名を含むテーマとについての情報を含むとともに、最近放映されたものかどうかを示す情報(最近放映されたものには、「NEW>>」と表示される。)を含んでいる。各ダウンロードボタン66は、それが配設されている情報表示65、即ち、該情報表示65が示すPOP広告用データに関係づけられている。そして、ダウンロードボタン66が押されると、その旨とともにそのダウンロードボタン66が関係づけられているPOP広告用データを識別するための情報が配信装置2に送信されるようになっている。ここで、複数のPOP広告用データの情報表示65及びダウンロードボタン66が番組情報又は商品情報を含んだ1又は2以上の広告用データについてのリスト情報である。

【0024】受給装置3から受信した選択結果が、番組予定一覧表ボタン63が押下された旨であるときは(ステップS107)、テレビ番組予定DB23に格納された番組情報のうち、受信した日から一週間先までの番組情報を一覧表形式で表示できるように整形し、受給装置3に送信し(ステップS108)、ステップS106に戻る。なお、番組、局、放映日時、テーマ、商品を検索キーにした検索要求を受給装置3から受信し、テレビ番組予定DB23の中から要求に一致する番組予定を含むレコード50を検索して、その検索結果を受給装置3に送信するように構成することもできる。

【0025】また、受給装置3から受信した選択結果が、検索ボタン64が押下された旨であるときは(ステップS107)、次の検索処理を実行し(ステップS1

09)、ステップS106に戻る。この検索処理では、まず、番組、局、放映日時、テーマ、商品の指定からなる検索条件を受給装置3から受信し、該検索条件を検索キーにしてその検索条件を含むレコード30をPOP広告DB22の中から検索する。検索した結果、見つかったレコード30に含まれるPOP広告用データに関する情報を受給装置3に送信する。このとき送信する情報が、番組情報又は商品情報を含んだ1又は2以上の広告用データについてのリスト情報である。そして、前記リスト情報に含まれる1又は2以上のPOP広告用データの指定を受給装置3から受信し、該指定された広告用データを受給装置3へ送信するようになっている(第一の配信手段)。

【0026】また、受給装置3から受信した選択結果が、いずれかのダウンロードボタン66が押下された旨であるときは(ステップS107)、そのダウンロードボタン66に関係づけられているPOP広告用データを受給装置3に送信する(第二の配信手段)。そして、ステップS106に戻る。

【0027】なお、図示していないが、ステップS103、106、108、109、110において受給装置3から所定時間待っても結果が送信されてこないときは、ステップS111に進み、処理を終了するようになっている。また、処理が終了すると、配信装置2と受給装置3との接続は解除されるようになっている。

【0028】次に、受給装置3の構成について説明すると、該装置3は、図3に示すように公知のコンピュータを使用して構成された制御部81を備えている。該制御部81には、ガイドメッセージや、処理経過等を表示する表示部82と、各種の情報や受給装置3への指示等を入力するための入力部83と、インターネット4に接続するための通信部84と、配信装置2から受信したPOP広告用データを印刷するための印刷部86とが接続されている。

【0029】受給装置3の制御部81は、配信装置2からダウンロードしたPOP広告用データを記憶する記憶部85と、配信装置2にアクセスし、POP広告用データをダウンロードするためのアクセス部87と、ダウンロードしたPOP広告用データを印刷部86に出力するための印刷制御部88とを備えている。印刷制御部88は、POP広告用データに含まれる印刷書式に従って印刷部86を制御するようになっている。

【0030】次に、以上のように構成された配信システム1における一連の動作例について簡単に説明する。まず、受給装置3がそのアクセス部87によってインターネット4を介して配信装置2に接続すると、配信装置2のデータ配信処理(ステップS101)が開始される。同処理では、受給装置3の利用者を認証した後、受給装置3からのダウンロード要求に応じてPOP広告用データを配信する。受給装置3では、ダウンロードしたPO

P 広告用データを印刷制御部 88 によって印刷部 86 へ出力する。すると、POP 広告が印刷される。

【0031】このよう構成された本発明の広告用データの配信装置 2 によれば、テレビ番組に関するテレビ番組情報と、該番組で紹介された商品に関する商品情報とに関係づけられた複数の広告用データを記憶する記憶手段としての POP 広告 DB 22 と、番組情報又は商品情報を含んだ 1 又は 2 以上の POP 広告用データについてのリスト情報を受給装置 3 へ送信し、受給装置 3 から POP 広告用データの指定を受信し、該指定された POP 広告用データを受給装置 3 に送信する配信手段（前記第一の配信手段又は前記第二の配信手段）とを備えることにより、前記リスト情報に基づいて必要な POP 広告用データを受給装置 3 側に指定させ、指定された POP 広告用データを受給装置 3 に配信するように構成しているので、従来の FAX による配信とは異なり、多数の番組に対応した多数の POP 広告を、多種多様な商品を扱う各広告の受給者に対してきめ細かく効率的に配信することができる。

【0032】また、本発明の POP 広告用データの配信方法によっても配信装置 2 と同様の効果を得ることができる。

【0033】また、POP 広告用データは、印刷内容にテレビ番組情報を含んでいるので、番組を視聴した消費者はもとより、該番組を視聴していない消費者の注目をも集めることが可能な POP 広告を得ることができる。

【0034】また、POP 広告用データは、所定の書式で印刷するための書式情報を含んでいるので、受給装置 3 では、該書式情報に従って印刷すれば所定の POP 広告を作成することができる。すなわち、受給装置 3 では、印刷書式について調節する必要がなく、簡単に POP 広告を作成することができる。

【0035】なお、本発明は前記実施形態に限定されるものではなく、例えば以下のように、発明の趣旨から逸脱しない範囲で適宜変更して具体化することもできる。

（1）各利用者が広告情報を必要とする商品を配信装置 2 に予め登録しておき、該利用者が受給装置 3 により配信装置 2 に接続すると、配信装置 2 は登録された商品に関する情報のみを送信し、又は登録された商品に関する

情報を優先的に送信するように構成すること。

【0036】（2）各利用者が注目している番組を配信装置 2 に予め登録しておき、該利用者が受給装置 3 により配信装置 2 に接続すると、配信装置 2 は登録された番組に関する情報のみを送信し、又は登録された番組に関する情報を優先的に送信するように構成すること。

【0037】

【発明の効果】以上のように構成された本発明の広告用データの配信装置及び方法によれば、多数の広告を多数の配布先に効率的に配信することができるという優れた効果を奏する。

【図面の簡単な説明】

【図 1】本発明の一実施形態に係る広告用データの配信装置を含む配信システムの構成を示す図である。

【図 2】同配信装置の構成を示すブロック図である。

【図 3】同配信システムの受給装置を示すブロック図である。

【図 4】同配信装置の POP 広告 DB の構成を示す図である。

【図 5】同 POP 広告 DB に格納された POP 広告用データによる POP 広告の一例を示す図である。

【図 6】同 POP 広告の別の例を示す図である。

【図 7】同配信装置のテレビ番組予定 DB の構成を示す図である。

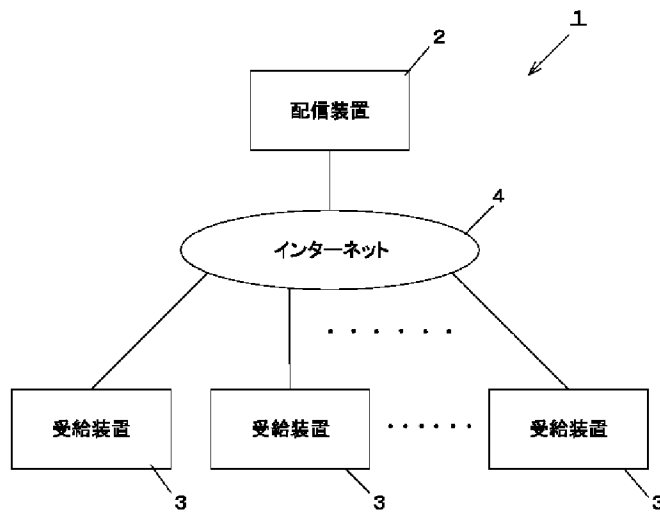
【図 8】同配信装置のデータ配信処理の流れを示すフローチャートである。

【図 9】同データ配信処理が送信するメニュー画面情報による画面表示を示す図である。

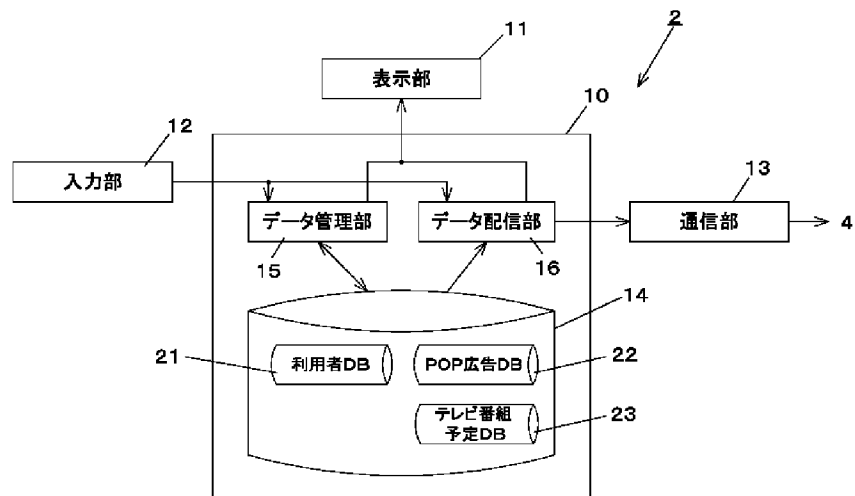
【符号の説明】

- 2 広告用データの配信装置
- 3 広告用データの受給装置
- 4 インターネット
- 16 データ配信部
- 22 POP 広告 DB
- 23 テレビ番組予定 DB
- 61 メニュー
- 65 情報表示
- 66 ダウンロードボタン
- S101 データ配信処理

【図1】



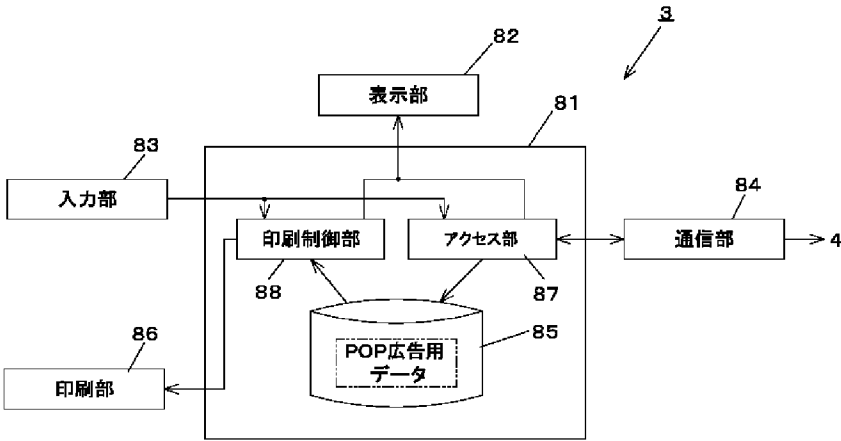
【図2】



【図4】

31	32	33	34	35	36
番組	局	放映日時	テーマ	商品	POP広告用データ
おもしろQQQテレビ	QQQテレビ	2000/5/19 18:00	QQQQの新機軸効果	QQQQ	(POP広告用データの内部)
格闘！あるQQQ素人	テレビロコ	2000/5/14 20:00	激闘！素人にウナギ	ウナギ	(POP広告用データの内部)
ためQQQQテン	△△テレビ	2000/5/8 12:00	タマネギの皮のむき方	タマネギ	(POP広告用データの内部)
・	・	・	・	・	・
・	・	・	・	・	・
・	・	・	・	・	・

【図3】



【図5】

An advertisement for a health product. At the top, it says 'おもしろい○○○○で放送!' (Broadcasting with interesting ○○○○!). Below this, there are four circles, with the first one being a solid black circle and the others white. To the left of the circles is a whole orange and a slice of orange. To the right of the circles is the text '新健康効果' (New Health Effect). Below this, it says 'コレステロールの悪玉を減らし善玉を増やす!' (Reduce bad cholesterol and increase good cholesterol!). Further down, it says 'さらにニンジンとの組合せで' (In combination with carrots) and 'オレンジ善玉コレステロール増加作用' (Orange good cholesterol increasing effect) + 'ニンジン活性酸素除去作用' (Carrot active oxygen removing effect) = '心臓病動脈硬化予防' (Prevention of heart disease and arteriosclerosis). At the bottom, it says '以上のことに効果的と試験された 5.12(金)放送' (Effectively tested for the above, broadcast 5.12 (Fri)).

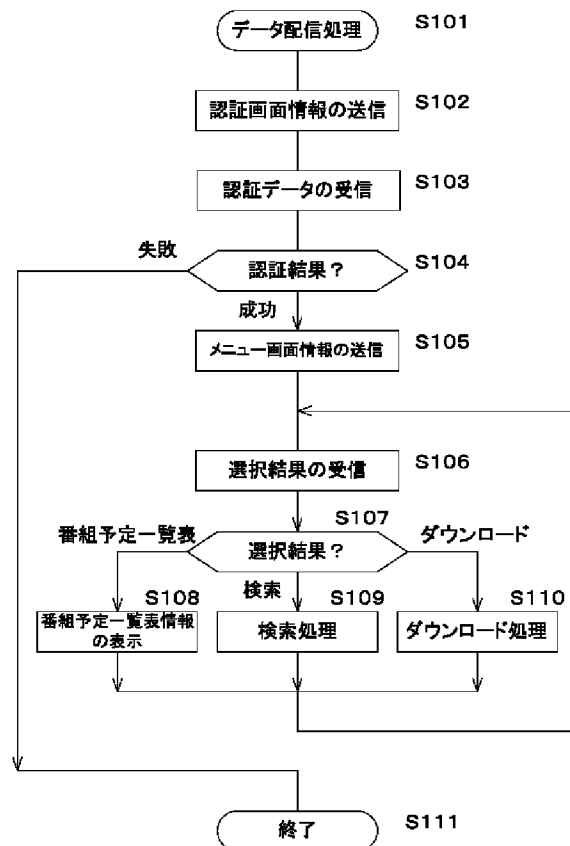
【図7】

23					
51	52	53	54	55	56
番組	局	放映日時	テーマ	商品	予定内容
○○家の夕食	テレビ○○○	2000/5/20 21:00	○○○の○○○	○○○	(内容の説明文)
集Q! あも○○○事典	テレビ□□	2000/5/21 20:00	□□□の□□□	□□□	(内容の説明文)
おもしろ○○まるテレビ	○○○テレビ	2000/5/22 18:00	△△△の△△△	△△△	(内容の説明文)
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.

【図6】



【図8】



【図9】

